

From: DOXBERRY--VGB0001A  
To: MHORST --VCH0021A Michael Horst  
BBROOKS --VCH0021A Bradley Brooks

Date and time 25/03/88 10:21:38  
PMAGLION--VCH0021A Paul Maglione

From: DOXBERRY  
Subject: PERRY

I had a long conversation with Clive Turner at TAC after we spoke this morning.

TAC consider that it would be very unwise to put out any statements and suggest that we would be equally unwise to do so, for the following reasons:

- The article appeared in one newspaper and is unlikely to appear elsewhere. It has not done so so far. To put out a statement to all newspapers would simply draw attention to the issue and could result in further press enquiries and stories which are equally unfavourable.
- If we generate further enquiries to Imperial College in this way, they will handle them with similar ineptitude and thus make the problem worse. The sort of journalists who are likely to be interested would be anti-smoking orientated, as is TIMMINS.
- TAC had no enquiries from anyone as a result of the Independent article. This they take as a measure of the interest it gained.
- Gallaher are firmly of the view that we should bury the issue as quickly as possible. They were very annoyed about it but their advice would be not to over-react.

TAC is writing to the Editor to protest about the article, but sees no merit in seeking publication for their letter. It is unlikely they would publish it anyway, but the point has to be made. TAC is also trying to get hold of the Rector of the College to take him to task and ask for his version of why the situation arose. We shall report this when they have made contact but he is avoiding us at the moment it seems.

I have to say that all things considered I have to support the view put to us by TAC. We are of course at liberty to do what we must to protect our Company interests, but do please accept that so far we are the good guys, carrying on funding Perry when the TAC screwed up, as the Independent would have us believe.

My further thoughts on the future of us and Perry are that we should maintain commitment to the Indoor Air conference, but seek an early meeting with Perry, More and the Rector to put on the table our concerns over their appalling handling of the article in the Independent. We should extract from them a detailed commitment to honour a set procedure with regard to dealing with the press on any matter impinging on the work we are asking them to do, and to put further funding on risk if they do anything like that again. Helmut and John Rupp could do this.

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My personal view is that Perry is an unreliable and self seeking man who has been less than honest in his dealings with TAC. Whatever we do with him in the future, we MUST agree at the outset what we are going to be able to do with the research findings from a public affairs viewpoint, if we wish at the outset that we should be able to use them publicly.

Please let me know if I can add any more to this.

Kind regards

Daniel

cc: RADAMS --VGB0001A Bob Fitzmaurice

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